

Behind the Scenes

By REYNOLDS KNIGHT

The basic outlook for business for the rest of the year is "fairly good."

Investors, noting a degree of stability in first-quarter earnings reports, are coming back into the market. With the dissolving of many of the uncertainties that have be-fogged the business community since the first of the year, prospects are for a good summer followed by at least a moderate upturn in the fall.

Manufacturing activity has been sustained by big backlogs of orders that piled up during 1955 and 1956. Management has shown a determination to go ahead with expansion and modernization. Employment and consumer income have benefited from both the steady level of factory output and the high rate of government spending. This should continue to bolster retail sales.

As 1957 nears the midpoint, two things are fairly certain: There won't be an upswing in autos. Sales have not spurred and production has been cut below the levels of a year ago. And there seems to be no immediate encouragement in view for the home builders. Congressional action even now can't spur building before fall.

LONGEST STEEL SLICER—A "knife" of oxyacetylene flame reaching 6000 degrees fahrenheit can cut heavy steel into intricate shapes. But time spent for overhead cranes to move a finished cut out of the way and a new job into position can cost as much as 50 per cent in "down time."

Now "down time" has been reduced substantially and a new element of production-line automation introduced in the Alliance, Ohio, plant of Morgan Engineering Co. by the installation of a 124-foot flame shape-cutting machine, believe to be the longest in the world. National Cylinder Gas Co. engineers who designed and installed it say the three electrically-controlled cutting carriages give plenty of room to range from one setup to the next without interruption.

The NCG installation is being used to cut parts from the 920 tons of steel that go into

each of three overhead steel ladle cranes that are themselves the largest in the world. Jobs range from slicing through a 26-inch thickness of steel for a bearing block to cutting a 17-ton stack of 13 laminated steel plates into question-mark shape for ladle hooks.

THINGS TO COME—Don't worry about trimming off the bottom of your door if it won't clear the carpet. A new door hinge on the market lifts the door as it's opened so that the bottom clears the carpet. . . . And, speaking of doors, here's another new product that makes sense: A finger guard that can be attached to the door to prevent fingers (especially children's) from becoming caught between the door and the frame. . . . A new shaving brush has a hollow, pliable handle to hold a tube of shaving cream. Squeeze the handle and suds form immediately at the brush.

ACCENT ON QUALITY—Although home building was off an estimated 5 per cent during the first quarter of 1957, the slump has had a minimum of effect on manufacturers of quality materials such as ceramic tile.

Most of the slackening in new home construction has been in the mass-development type of home reports the Tile Council of America. Building continues at a high level in the \$25,000-range home, where the trend is toward two and a half bathrooms, and accordingly toward the greater use of real tile.

Builders find the buying public is becoming increasingly aware of nationally advertised products when shopping for homes, and that it is requiring more and better features such as additional kitchen appliances, finished basements, and greater use of durable materials such as glass, steel and real tile.

A TASTE FOR TASTE—This demand for the quality product, whether it's building material, furniture or fashions, points up something that's been happening to Americans'

tastes. Instead of being just price-conscious, they are more knowing, more discriminating, have much surer and more varied tastes.

As never before, the mass market has—and can afford—the sort of standards the class market uses. With more goods available, the consumer is under less pressure to buy just any piece of furniture, any car, or coat or suit. He's inclined to take for granted that what he buys will work, will last a long time, is good looking. Now he wants to know: Is it right for me; is it in good taste?

The effect of what one famous designer calls "this era of mass taste" has been to shift the whole selling base of mass merchandising from function to styling. This adds to the headaches of production and distribution, but it is helping to keep the economy pushing forward with its bounty of mass-produced goods.

BITS O' BUSINESS—Fall orders for men's suits are reported running a bit behind the 1957 pace, but clothing manufacturers expect production for all 1957 to about equal the 23,000,000 suits turned out last year. . . . No title for dads who monopolize junior's toy trains: "Adult hobbyists." That's the market Lionel says it's aiming at with its new line, HO gauge train sets made to 1-87 scale compared with the 1-48 scale of its present line. . . . Fire losses in the U. S. in April amounted to \$85,994,000, up 1 per cent from those of the same month a year ago, the National Board of Fire Underwriters estimates.

Telephone Co. Honored for Fire Program

For the best public service job in fire prevention, a Southern California utility, General Telephone Co., which maintains Frontier exchange facilities, received one of two fire prevention awards this week presented to a Northern and Southern California firm. Edwin M. Blakeslee, General Telephone Co. president, accepted this award from Samuel L. Friedman, director of public relations for the Department of Water and Power, city of Los Angeles, last year's winner, at the annual meeting of the California fire prevention committee in San Francisco. The northern award was presented to Foster & Kleiser, outdoor advertisers of San Francisco.

General Telephone Co. was selected because of its cooperation with the fire prevention committee in designing programs to educate its customers and employees in the importance of fire prevention, consisting of a special newspaper advertising campaign, bill enclosures, cards for company vehicles, and a special fire prevention course for the firm's 10,000 employees.

Co-op Goals Discussed at Area Meeting

The responsibilities of co-op nurseries to the community were discussed at a meeting of the Los Angeles Council of Co-ops, southwest division, attended by Torrance representatives.

At the meeting, held at the home of Mrs. Norman Diamond, Inglewood, it was pointed out that co-ops are part of a nation-wide program of education for the pre-school child, not "baby-sitting" groups or nurseries for working parents. Co-ops, it was stated, are groups made up of parents anxious to help their children adjust and contribute to the world around them. They are led by professional teachers, but parents share responsibility and maintenance of the schools. Co-ops present opportunities for learning both for children and parents.

WATER CONSUMPTION—Average use of water per citizen in the United States, counting industrial, personal and other needs, is now estimated to be in the neighborhood of 1300 gallons daily.

THS Students' Writings Featured in New Magazine

A new addition to journalism publications at Torrance High School was released Friday, featuring the creative writing efforts of student writers. The magazine is called "Potpourri," which means "literary medley" in French.

Produced by the staff of the THS student newspaper, the magazine was designed to provide an outlet for budding Ernest Hemingways and Carl Sandburgs. Editor-in-chief of the publication was Pat O'Gara, assisted by Robin Tomas, Carol Brier, Gary Parton, Emma Mills, Dorothy Hawkins, Bill Schipper, Paul Thornton, L. Holmes, and Frank Rutherford, sponsor.

23 Stories Picked—Stories for the magazine were accepted from any student attending Torrance High. More than 100 stories, poems, and essays were turned in and 23 were chosen for publication. This is the only publication at the school providing a means of self-expression for students in creative literary arts.

Carl Ahee, principal, said in

the dedication that the magazine was "a part of what is called the balanced program in education."

Contributors Told—Contributing stories to the magazine were Bill Morgan, Leigh Hunt, Carol Mallory, Carol Pearson, Bob Wheeler, Pat Lewis, Ronald Hargrove, Mary Blount, Frank Endres, David Vogl, Barbara Andreson, Harriet Meister, Bill Edwards, and Pat O'Gara.

Poetry authors featured include Bill Staff, Bobby Her-ring, Darlene Suedmyere, Carol Lee Denton, Diane Hinshaw, Pat O'Gara, Donna Arrow-smith, Betty Scholtz, Jeanette Freer, and one anonymous writer.

Small Fire Put Out

What N. B. Kalinin thought was a fire in a house he owns at 214 W. 174th St. Thursday turned out to be only some trash burning in the fireplace. Kalinin said that a tenant who moved out that day must have burned excess paper. Firemen put the contents outside and extinguished the fire.

Los Cancioneros Planning Annual Concert Series

Memorial Day was no holiday for Los Cancioneros this year! Members of the local mixed chorus made use of this free day as a springboard to a final round of rehearsals for their Seventh Annual Community Concert scheduled for Friday and Saturday, June 21 and 22 at Redondo Union High School Auditorium.

The Memorial Day "retreat" was held at El Retiro Park and included fun and fellowship, as well as hard work, for the chorus. An intensive morning rehearsal under the direction of Conductor Don Bremer, of Playa del Rey was followed by

a picnic lunch shared by families and friends of chorus members. After a relaxation period of games and family fun the singers returned, in the afternoon, to the serious business of rehearsing.

Back to Spirituals—Los Cancioneros' concert this year will follow the familiar and traditional pattern of former years with the first half being a formal presentation of choral music ranging from Bach to Benjamin Britten and including spirituals and Old World folk songs in both traditional and modern arrangements.

For the second half of the presentation Rivieran Paul Bennett has written an original and novel sketch woven around American folk music and starring Bruce Buell of Los Angeles. Buell, one of KFAC's top announcers, will have ample opportunity to display his outstanding talent as an actor.

Seats Reserved—Bennett will produce and direct the staging of the second-half production with the assistance of Bob Holmes, of Rolling Hills, as stage manager. Ray

Wallace, also of Rolling Hills, who has scored many times with his stage sets for Los Cancioneros and other groups in the South Bay, has again designed unique and striking settings for the chorus.

Tickets are now on sale and all seats are reserved. Tickets and information can be obtained from chorus members or by calling Ann McLean or Betty Holloway.

Public Notice

Torrance Herald—297 4012
NOTICE TO CREDITORS
No. 390893
In the Superior Court of the State of California, in and for the County of Los Angeles, in the Matter of the Estate of CLAUDE E. PICKETT, also known as CLAUDE E. PICKETT, Deceased.
Notice is hereby given to creditors having claims against the said decedent to file said claims in the office of the clerk of the aforesaid court or to present them to the undersigned at the office of her Attorneys, Armstrong, Newborn & Hitchcock, 2211 Torrance Boulevard, in the City of Torrance, in the aforesaid County, which latter office is the place of business of the undersigned in all matters pertaining to said estate. Such claims with the necessary vouchers must be filed or presented as aforesaid within six months after the first publication of this notice. Dated May 28, 1957.
EVELYN N. PICKETT, Administratrix of the Estate of said decedent.
Attorneys-at-Law,
Armstrong, Newborn & Hitchcock,
2211 Torrance Boulevard,
Torrance, California
FA-3472.
JUNE 2, 1957.

Three reasons why the best-fed families shop at Jim Dandy



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Frank Kurtis Builds for Another Indianapolis Winning Circle Bow

If you have \$20,000 that you would like to invest in an Indianapolis type racing roadster, Frank Kurtis is the man to see. A Kurtis-Kraft can be obtained for \$20,000 at the Glendale factory but Frank will probably convince you that certain technical refinements are necessary and the final cost will be around \$50,000. With Frank Kurtis, the price is not the thing. He builds winners. If it happens to take a few thousand extra to make a car a winner, Kurtis has no qualms about telling you that the tab has gone up.

Here's what you get for your money. A sleek racing roadster that has practically dominated the winning circle at the world famous Indianapolis "500" since 1950. In 1956, a Kurtis racer, driven by ace chaffer Sam Kanks lost the win, by a matter of seconds, to the John Zink Special, another masterpiece of automotive engineering. Kurtis is gunning for the 1957 laurels in today's event.

Paradoxically, Sam Hawks, this year, will furnish some of the most formidable opposition to the multiple Kurtis entries. Hanks will be driving the Sandy Belond Special, designed for him by George Salih. He will be competing with a field composed of almost 90 per cent Kurtis built entries, and if Hanks is to score a win in the Belond Special, his work is cut out for him.

Started Early—Frank Kurtis, Dean of the Brickyard, is the 48-year-old son of a Czech blacksmith who saw his first race at the old Los Angeles Ascot Speedway when he was only 12 years old. Right then and there he decided that auto racing was his cup of tea. He held off until he was 14 years old and then left school to go to work for Don Lee, in Los Angeles. He built his first racing car which cleaned up at the local tracks in 1932.

In 1933 Kurtis went to work for famed car designer Howard Darrin, from whom he learned much about styling.

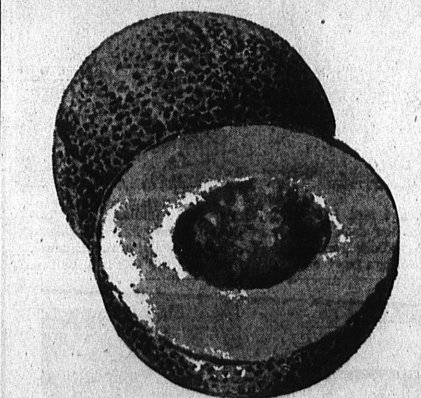
After advancing knowledge of his craft with Darrin, he left and opened up a two-car plant in Glendale. Needless to say the factory has expanded over the years.


A casual visitor to Kurtis' Glendale establishment will probably be surprised at the relaxed atmosphere and lack of hustle and bustle. He should hear in mind that this is no automated plant. Quantity production does not enter into the scheme of things. Yet Kurtis is busy all year round with orders for the Indy 500-F Series roadsters; midgits, sprint cars, and custom sports cars for competition or just because someone wants one of the beautiful, responsive Kurtis products.

Adds Midget Crown—Kurtis' first big splash in the racing field was in 1938 when he fielded the famous Rex Mays Midget. This masterpiece enabled the late great Rex Mays to add the midget crown to his already impressive string of royal hat wear. In 1935, Kurtis sold his midget division to Johnny Pawl and has been devoting his major effort to the big cars.

Asked for that secret of his raceway success, Frank Kurtis replies that there is no pat formula. He lists suspension and balance as two major factors, plus the fact that his cars are powered by the terrific Meyer and Drake Offenhauser power plants and driven by some of the greatest names in the business.

Woots Lady Luck—Kurtis who has built more than 100 championship race cars since World War II and has 35 years of trial and error engineering know-how behind him is fairly confident that, with a kindly smile from Lady Luck plus the few secret ingredients in his 1957 model Kurtis-Krafts, one of his brain children will be in the winner's circle this Memorial Day. But you can't make book on an automobile race. No one knows this more than Frank Kurtis who can lose them just as gracefully as he wins them.





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PEACHES 19¢

KRAFT MACARONI DINNERS

7½-oz. **17¢**

KRAFT'S CHEEZ WHIZ

8-oz. Jar **29¢** 16-oz. Jar **55¢**

STAR BRAND ITALIAN PEPPERS

8-oz. **25¢**

SUNSHINE Marshmallows

1-lb. **35¢**

SCOTKINS DINNER SIZE NAPKINS

50 ct. **25¢**

JIM DANDY GUARANTEED MEATS
PIEDMONT FARMS BRAND

SLICED BACON

CELLO PACKAGE **45¢ lb.**

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BEEF LIVER 49¢ lb.

MINUTE MAID FROZEN 6-OZ. CAN

PINK LEMONADE 2 for 19¢

ARMOUR FROZEN BUTTERED 8-OZ. PKG.

BEEF STEAKS 39¢



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